

Salt Lake Community College – Fine Arts Department

FLM/MUSC 1300 – Money & Creative Professionals

Syllabus

Spring Semester 2024 (1st Half)
Section 1 – [REDACTED]
Instructor: Instructor Name
Office Hours: By appointment

Office: Instructor Office Location
Office Phone: Instructor Phone Number
E-mail: Instructor Email
Mailbox Location: TBD

Course Description

This course is designed to provide basic financial information for creative professionals or students interested in freelance work or setting up a studio. This course is useful for artists working in the areas of fine art, the many forms of design, photography, film/video, music, advertising, the performing arts and creative or technical writing.

Course Objectives

- Identify and discuss and demonstrate understanding of the financial requirements for freelance work or small studio setup.
- Demonstrate successfully the ability to use formulas to develop hourly rate calculations for creative work.
- Successfully create an entry-level professional project proposal in order to be able to present estimates to clients.
- Successfully estimate taxes and formulate strategies to protect the creative business.

Required Text

Benun, Ilise. *The Creative Professional's Guide to Money: How to think about it. How to talk about it. How to manage it.* How Books, 2011. ISBN-13: 978-1-4403-0243-5, ISBN-10: 1-4403-0243-X

Additional Text Resources (These are optional)

Herstand, Ari. *How to Make It in the New Music Business: Practical Tips on Building a Loyal Following and Making a Living as a Musician.* 3rd ed. Liveright Publishing Corporation, 2023.

Foote, C.S.. *The Business Side of Creativity.* 1st ed. W.W.Norton and Company, 2006.

Ganin, B.. *The Designers Common Sense Business Book.* North Light Books, 2005.

Williams, T.S.. *The Graphic Designer's Guide to Pricing, Estimating and Budgeting.* Allworth Press, 2003.

Krasilovsky, M. William and Sydney Shemel. *This Business of Music: The Definitive Guide to the Music Industry,* 10th Edition.

Gammon, Helen. *The Art of Music Publishing: An Entrepreneurial Guide to Publishing and Copyright for the Music, Film and Media Industries.* Focal Press, 2011.

Strasser, Richard. *Music Business: The Key Concepts.* Routledge, 2010.

Required Supplies

Access to a computer and a storage device, such as a flash drive. (The college provides open computer labs.) This course assumes that the student has a basic understanding and applied use of computer systems.

Grading

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| Assignments | 30% | 93-100% = A | 90-92% = A- | |
| Career Plan and Presentation | 20% | 87-89% = B+ | 83-86% = B | 80-82% = B- |
| Attendance and Participation | 25% | 77-79% = C+ | 73-76% = C | 70-72% = C- |
| <u>Quizzes</u> | <u>25%</u> | 67-69% = D+ | 63-66% = D | 60-62% = D- |
| | 100% | 59% or less = E | | |

Your current grade along with the scores of all graded assignments and tests are available in SLCC's Canvas system. You will be given information about how to access your individual student account and see your grades the first day of class.

Attendance and Participation

Participation is more than simply being present in the class. To earn your participation points for each class, you must be both present in the classroom and an active participant in the classroom discussion. Your viewpoint is a needed and valuable part of the success of the class.

Career Plan / Personal Business Model

Your final assignment for the course is to create a plan for the development of your intended career as a creative professional. This plan should be formatted using a personal business model template that will be provided to you. This template is designed to give a simple view of how a business should operate, from describing the services you provide and types of clients or customers that you feel will be interested in your work to describing how you will find and interact with those clients/customers as a professional. This is ideal because creative professionals, especially early in their careers, work as independent contractors for multiple companies, rather than expecting to be able to interview for a full-time job in the industry right out of school. Successful creative professionals approach their careers as they would a business start-up. We will spend the bulk of the semester talking about each part of the personal business model and how it applies to creative professionals, and you should take advantage of those discussions to work on filling out each part of the personal business model as you feel it pertains to you and your own career goals. Hopefully, you will take this business model with you and amend it even after the class is over as you learn more and more about the industry you choose to work in. On the final day of class, each student will present their completed business model to the class. Your peers will have an opportunity to ask you questions and give you feedback that will help you further as you develop your career plans.

Quizzes

All of the quizzes in this class are based on your assigned course readings. They are open book, but there is a time limit. The purpose of this time limit is to assure that you are reading the text first and becoming familiar with the contents of each chapter before taking the quiz, so that you can easily find the answers you are looking for. If you did not have a time limit, you might be tempted to just go through the chapter while you took the quiz looking for the specific answers to the questions presented and in so doing miss additional information that could be helpful to you in your career pursuits.

Additional Weekly Assignments

The other assignments in the class are activities designed to help you think about your career plan in more detail. Most of these assignments will be graded on whether the activities are completed correctly (as indicated in the assignment instructions) and on time. Late assignments will be penalized.

Class Policies

- An incomplete can only be given in extreme circumstances and only if 90% of the class works has been satisfactorily completed. An Incomplete Request Form must be filled out and filed with the Division Office; Adjunct faculty must consult with their faculty mentor before agreeing to give an incomplete.
- Cheating Policy: Students found cheating will fail the course.

- Late work: Late work will be marked down 10% each week it is late (which is hardly any penalty at all compared to the consequences you would face for not completing a project on time as a paid creative professional). If you want to be successful as a creative professional, learn to meet your deadlines.
- Attendance is mandatory. Students will lose points for each absence incurred (even excused absences). Medical, personal or job-related problems will be dealt with on an individual basis.
- If a class is missed, it is the responsibility of the student missing class, and/or assignments, to find out what was missed in their absence; please do not expect the instructor to repeat this information. The student is expected to learn any material missed through absence.
- Turn off all cell phones, pagers, etc. Do not text during class. It is disrespectful of your instructor and fellow students.

Tentative Schedule (changes may occur - they will be announced in class)

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| Week | Readings, Quizzes, Activities and Assignments |
| Week 1 | Participation: Who are YOU? Week 1 Reflection Journal |
| Week 2 | Chapters 1-3 Quiz Personal Budget Readings for Class Session #1 Participation: Budgeting / Setting Goals Week 2 Reflection Journal |
| Week 3 | Chapters 4-5 Quiz SMART Goals Readings for Class Session #2 Participation: Setting Your Rates Week 3 Reflection Journal |
| Week 4 | Chapters 6-7 Quiz Business Base Rate Worksheet Identify Assets and Challenges for your Career Goal Readings for Class Session #3 Participation: Establishing a Target Market / Estimating a Project Week 4 Reflection Journal |
| Week 5 | Chapter 8-10 Quiz Describe Target Clients/Audience Readings for Class Session #4 Participation: Negotiation/Closing the Sale and Billing (Getting Paid) Week 5 Reflection Journal |
| Week 6 | Chapters 11-12 Quiz Sample Invoice Readings for Class Session #5 Participation: Business Metrics and Profitability Week 6 Reflection Journal |
| Week 7 | Chapters 13-14 Quiz Develop a Strategy for Targeting Your Audience/Potential Clients Readings for Class Session #6 |

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| | Participation: Requests for Proposals / Contracts & Taxes Week 7 Reflection Journal |
| Week 8 | Career and Financial Plan / Personal Business Model Personal Business Model Presentation Participation – Personal Business Model Presentations |

Be aware that this schedule is a rough outline. Adjustments will be made during the course of the semester. Such adjustments will be announced in class.